### **NAMI Santa Cruz County – Board Meeting Minutes**

### **Location: United Way Conference Room - 4450 Capitola Rd., Suite 106, Capitola, CA 95010**

### **Date: Monday, October 3rd, 2016**

### Attendance: Board Members: Carol Williamson, President; Melissa Watrous, VP/Treasurer, Pam Gleitsman. Absent: Hugh McCormick, Tina Lnandino

### Advisory Board members; Lynda Kaufmann, Nancy Sherrod

### NAMI SCC Program Director: Sheryl Lee. NAMI SCC Administrative Assistant: Suzanne Williams

### Board member applicant: Betsy Clark

### Meeting called to order at 6:08pm

### Additions to agenda: Expand item 7 to include grant and press release

### Moved item 9 to 6A

### **1. Review of minutes** of September 7th, 2016 meeting: discussion of item 6 - County News-Innovative Projects & Funding

### Motion to approve minutes of 9/7/16 meeting by Melissa; seconded by Pam. No further discussion. Motion passed without dissent.

### **2. General comments.** Guests who wish to speak to the Board may do so at this time.

### **3. Jimmy Panetta event** Monday, October 24th at Simpkins Swim Center.

### Make plans for advertising, set up, etc. Invite entire email list.

### This is not a debate. Would this be considered an endorsement by NAMI SCC? No. We will offer to announce any upcoming appropriate events for Casey Lucius.

### **4. Updates: Sheryl & Hugh:** current status of classes, presentations, support groups

### NAMI SCC is currently offering 2 Family to Family classes (12 weeks on Mondays & Tuesdays) – both classes are full.

### NAMI Peer to Peer starts on Thursday, October 6th – we have over 20 potential students.

### NAMI Basics is scheduled to begin on Wednesday, October 19th.

### The Spanish Basics class in Watsonville has been delayed until January.

### “Ending the Silence” conducted 14 presentations at Watsonville, Santa Cruz High & Soquel High.

### TAY, Parents of Youth & Peer Connections meet regularly. The needs are growing in our community. We have received lots of requests for speakers and presentations. UCSC is interested in “In Our Own Voice” & Delta is having a panel of speakers.

### Ellen Adams conducted a great meeting with our Support Group Facilitators on Saturday, September 24. It was a mini-training also for new Connections Support facilitators Carleen, Carrie, and Alisa, who are acting as facilitators but awaiting an official NAMI training.

### **Ellen has been nominated for the “Be the Difference Award” by NAMI SCC.** The Volunteer Center luncheon will include celebratory words from Congressman Sam Farr, and plenty of inspiration. Please join us in honoring Ellen Adams on October 28, 2016 at the Cocoanut Grove Ballroom from 11:30 AM - 1:30 PM. RSVP at <https://scvolunteercenter.org/events-2/be-the-difference-awards/>

### 5. **Training for NAMI Speakers for CIT training** – December or January. Carol will research having trainers from Los Angeles County Council NAMI come here to do 6 hour speaker training of our family and peers. We want to build a team of 20 powerful speakers for all future law enforcement trainings

### 6. **Discussion of request from CIT task force for NAMI to provide food for 3 CIT** trainings in February, March & April – 3 days each – 40 people

### We are considering paying for 1 day in each series. Cost: 40 x $20 = $800 x 3 + $2400

### Plan to put this request in NAMI newsletter requesting donations specifically for this event.

### There was not a quorum present so a vote was not taken to authorize funds.

### 6a. **Holiday Party – MHCAN,** December 10th We have provided jackets in the past – cost $19 to $21 each and plastic ponchos for the rain, socks, toitetries, and candy. Other ideas: Santa Clara NAMI gives gift bags only, to all the residential facilities, ideas for gift bags – phone cards, toothbrush, toothpaste, socks, underwear, candy. Melissa is the buyer for this event. Expect 200 – 260 (one year there were almost 400!)

### Conclusion: get feedback from Sarah (MHCAN) on what she feels people need. Planning meeting October 11th – MHCAN, 1pm.

### 6b. Watsonville Mental Health Thanksgiving Party – Downtown at the Veterans Memorial hall – NAMI SCC should have some presence. Maybe the Tuesday before Thanksgiving. Vets hall is so much bigger and mh providers more involved.

### 7. **Discussion Led by Nancy Sherrod: Fundraising for End of Year Appeal and for Holiday Party**

### In the past we raised approximately $6500 in our Holiday party Ask and $4000 in our General End of year Ask. Our new goal is $20,000. This is the year to build. We need to get to know our donors and make their experience better. We need to make our appeals compelling!

### Four key donor questions: Why me? Who says? What for? Why now?

### 70-80% of giving happens in the next 2 ½ months. We need to grow our mailing list. If each person gave just 5 new names we could grow our list substantially.

### We need to increase our outreach to churches & businesses. From the 2015 list we received 130 donations (12 individuals gave $500, etc.-Nancy gave the breakdown).

### We need to be clear that they are donating to the local NAMI chapter not NAMI CA.

### Discussion and Brainstorming on this issue:

### From Big White Sheet:

### Local!

### Business

### Success Story

### Pitch – To Enrich your mind

###  For YOUR community

###  CIT!

###  Be hopeful

### Parity

### Support your loved ones

### Mental health – gun violence

###  Treatment – an answer

### Profile our volunteers, family members

### “We’re all in this” – you know someone

### “Because we know you care!”

### From individual notes:

###  Mental health impacts everyone – conversation; Need – what would we be able to do with their support?; impact on past donations; profile volunteers; include photos & stories; emphasize community

### Why me: because we believe you care – as a NAMI member, as a community member you want to see mental health services increased, police training

### Why now: This is an exciting time as NAMI grows to meet the tremendous needs or our community for education & support about mental illness.

### We urgently need funds to provide class materials, expand programs, rent space for classes, support the crisis intervention training.

### People need NAMI which leads to engagement

### Why me? Everyone knows someone who is affected by mental illness. YOU can make a difference. Everyone needs to share in random acts of kindness.

### We all know someone who is dealing with mental illness in their family. Sometimes it is difficult to help and know what to say. NAMI offers effective support & understanding from people who have been there. You can help by supporting NAMI. In my experience I find personal stories the most effective in fundraising letters. MHCAB has some good ones. Also Hospice success stories.

### Enrich your mind – it’s not charity, it is for you; be selfish

### The more we give the more NAMI can provide & give back

### You use services, classes, attend classes, speakers

### Make our community stronger

### Don’t depend on others to build this resource – take action & responsibility to make the change you want

### Make your world the world you want

### Separate from NAMI CA

### **Announcement:** **Sheryl was able to obtain a $16,200 grant from YAHOO** to use toward our Spanish Speaking outreach! We need to work on a press release with a picture and a big check.

### **10. Approval of room use - $300 per year** at United Way conference room.

### We can use the room 2 times per month. Vote & approval postponed to next meeting.

### 11. Adjourned at 7:51pm.

### *Handouts:*

### Draft! NAMI SCC 2016 Year-End Fundraising Work plan

### NAMI/SCC-Proposed 2016-17 Budget

### Come and meet Jimmy Panetta for Congress Oct 24 at 5:30 at Simpkins

### NAMI-SCC Board Meeting Minutes-Wednesday, September 7, 2016

### Board member application from Betsy Clark

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